

**METHOD AND APPARATUS FOR UTILIZING AN AUDIBLY CODED  
SIGNAL TO CONDUCT COMMERCE OVER THE INTERNET**

**ABSTRACT OF THE DISCLOSURE**

A Method and apparatus for utilizing an audibly coded signal to conduct commerce over the Internet. Broadcast information is broadcast from a remote location on a secondary network over the secondary network to a location thereon proximate the location of the user PC on a primary network. Unique information is encoded in the broadcast information representative of a location on the primary network of a remote node. The user's PC is connected to the remote node utilizing the unique information, and in accordance thereto, in response to receiving the unique information encoded within the broadcast information broadcast over the secondary network. The user is then prompted to interface with the user PC at approximately the same time as broadcast of the unique information over the secondary network in association with the broadcast information.